

HOW TO ORGANIZE A PUBLIC DEMONSTRATION

When you demonstrate, you take a public stand on an issue. By gathering like-minded people and declaring your beliefs through marching, speaking, or holding signs, you put pressure on an individual or group to take action.

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STEPS FOR ORGANIZING A DEMONSTRATION

- Determine your goals (advocacy, support, protest, public relations, action)
- Decide what form your demonstration will take (march/parade, rally, picketing, sit-in, vigil, street theater)
- Check with local authorities to see if you need to obtain a permit or arrange security to ensure a peaceful demonstration
- Decide what, specifically, will happen at the demonstration (for ex. will there be speeches? chants?)
- Choose a location, date, and time for your demonstration (and make sure to give yourself enough time for planning)
- Figure out how to get people to attend. Publicize the event!
- Come up with a plan for getting media coverage (for example: send a press release or use your networks to connect with people in the media)
- Determine how to communicate with participants before, after and during the demonstration

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AFTER THE DEMONSTRATION:

- Publicize your success (for ex. on social media)
- Keep up with those who participated (for ex. by email or social media groups)
- Consider whether you'd like your demonstration to be regular event or plan for others with the same focus